Fitz Gate Ventures

Investing in Princeton Startups since 2016

Fund II just launched and currently making investments

- Fitz Gate Ventures invests in startups run by Princetonians
- Two of Fitz Gate’s portfolio company founders have won Princeton’s highest award in entrepreneurship in each of the last two years
- Fitz Gate has already seen its portfolio companies receive follow-on funding at premiums from Sequoia, Canaan, Tribeca, Andreessen Horowitz, Citi Ventures, Focus Financial (KKR), Spark Capital, and other leading VC firms after Fitz Gate invested
- Our 200 Friends of Fitz advisory board of alumni, faculty, administrators, trustees and students is part of the Fitz Gate secret sauce
- Fitz Gate’s portfolio companies have been profiled in The New York Times, CNN, The Wall Street Journal, The Financial Times, Vogue and Forbes

To learn more and see our investments and the faculty and alumni who are “Friends of Fitz,” visit www.fitzgate.com

Fund II still open to investors for a limited time.

Reach us here:
Jim Cohen ’86 | jim@fitzgate.com
Mark Poag ’93 | mark@fitzgate.com

Fitz Gate Ventures, L.P. Is not legally affiliated with or endorsed by Princeton University.
Warm greetings to our Princeton family at this Bay Area Tiger Entrepreneurs Conference. Building on the momentum of our inaugural conference in Boston in 2017, our goal in designing our second conference is to educate, inspire, and engage the vibrant Princeton entrepreneurial community. Just by being here, you are already an active part of it!

You will see through these three days of content-rich programming that Entrepreneurship the Princeton Way is personified by an inclusive, broad base of Tigers of all ages and backgrounds. You will hear from alumni founders and investors in fields as diverse as high tech, life sciences, social impact, the arts, and many more. You will also hear from faculty teaching classes from the rich array of entrepreneurial curriculum at Princeton, reflecting the variety and breadth of educational experiences available to students on campus today.

PEC’s mission is to engage the Princeton entrepreneurial ecosystem – through educational programming, mentoring, and funding – in collaborative spaces. We invite you to take what you see and hear at this conference and be active in the Princeton entrepreneurial ecosystem. We encourage you to engage with us, your fellow alumni, guests, and students, both here at the conference and beyond!

Anne-Marie Maman ’84
Executive Director
Princeton Entrepreneurship Council

ABOUT PEC
Princeton Entrepreneurship Council (PEC) was established in 2015 as the advisory and coordinating body on entrepreneurship programs at Princeton University. PEC works closely with existing campus organizations to enable Entrepreneurship the Princeton Way.
<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>7:45</td>
<td>Check-In and Continental Breakfast</td>
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<tr>
<td>9:00</td>
<td>Conference Welcome</td>
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<td></td>
<td>Anne-Marie Maman ’84</td>
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<td>Don Seitz ’79 P10</td>
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<td>9:15</td>
<td>X Host Welcome</td>
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<td>Karen Roter Davis ’94</td>
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<td><em>Corporate Innovation Models for Success</em></td>
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<td>Brendon Kim ’89</td>
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<td>Karen Roter Davis ’94</td>
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<td>Rick Waldron ’84</td>
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<td><em>Moderated by Bill Wescott ’85</em></td>
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<td>10:10</td>
<td>Keynote Speaker</td>
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<td>Kathy Ireland P21</td>
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<td>Founder and CEO, kathy ireland Worldwide</td>
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<td>10:55</td>
<td>Morning Break</td>
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<td>11:20</td>
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<td>“The History of Entrepreneurship”</td>
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<td></td>
<td>Derek Lidow ’73 P05 P07</td>
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<td><em>Social Impact Entrepreneurs</em></td>
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<td>Adriana De La Rosa ’95</td>
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<td>Aoi Senju ’16</td>
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<td>Sara Wallace Beatty ’12 S12</td>
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<td>Randolph Wiggins ’05</td>
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<td><em>Moderated by Megan Martin Strickland ’07</em></td>
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<td>“How a Startup Can Succeed Without Selling Its Soul”</td>
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<td>David Miller</td>
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<td><em>Capital Fundraising - Opportunities and Trends</em></td>
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<td>Laura Melahn ’07</td>
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<td>Brett Paschke ’90</td>
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<td>Matthew Quilter ’74</td>
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<td>Marcus Stroud ’16</td>
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<td><em>Moderated by Ilya Kirnos ’99</em></td>
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<td><em>Exciting Initiatives in Ed Tech</em></td>
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<td>Bethany Coates ’98</td>
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<td>5:05</td>
<td>Afternoon Break #2</td>
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<td>Startup Showcase</td>
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<td><em>Showcase Judges:</em></td>
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<td>Luke Armour ’13</td>
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<td>Mark Poag ’93 S93</td>
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<td>Tom Meyer ’87</td>
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<td>Joelle Rauh ’02</td>
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<td>6:30</td>
<td>Networking Reception</td>
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<td>Princeton’s Campus Life and Career Services</td>
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<td>Batiste Rhum</td>
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<td>Close of Day One</td>
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Entrepreneurship is defined at Princeton as follows: you are an entrepreneur any time you initiate transformation through risk-taking actions and value-creating organizations.

Entrepreneurship the Princeton Way also has a specific strategic inspiration: to prepare students and faculty to achieve the highest standard of excellence of entrepreneurial activities in the nation's service and the service of humanity.
SUNDAY
AGENDA

DLA Piper LLP, 555 Mission Street, San Francisco CA

8:00  Check-In and Continental Breakfast

9:00  Startup Workshops #1

Sponsored by
Keller Center for Innovation in Engineering Education

Please choose one workshop:

Capital Fundraising

Workshop Leaders:
Laura Melahn '07
Catherine “Cack” Wilhelm '06

Discovering a Successful Product Strategy

Workshop Leader:
Julia Macalaster '12

Arts Entrepreneurship in Film and Entertainment: Tigerwood 101

Workshop Leaders:
Loic Bailly
Ted Gagliano ’82
Bill Wescott ’85
Ben Wolstenholme

11:00  Startup Workshops #2

Sponsored by
Keller Center for Innovation in Engineering Education

Please choose one workshop:

High-Performance Team Building

Workshop Leaders:
Ian Thomson ’09
Ed Zschau, Jr. ’86

Mindfulness-Based Wellness

Workshop Leader:
Jaclyn Long ’98

1:00  Close of Day Three

Read expanded bios of our workshop leaders at
entrepreneurs.princeton.edu/conference
THU 7:45  Check-In and Breakfast, Day One
Google, 1170 Bordeaux Drive, Building 3, Sunnyvale CA

THU 9:05  Conference Welcome

ANNE-MARIE MAMAN '84
Executive Director, Princeton Entrepreneurship Council

DON SEITZ '79
Assistant Director, Alumni Engagement, Princeton Entrepreneurship Council

THU 9:15  X, Alphabet’s moonshot factory Host Welcome

KAREN ROTER DAVIS '94
Leadership Team at X, The Moonshot Factory

Karen is part of the leadership team at X, managing a portfolio of early stage projects, helping moonshot technologies make the transition to successful businesses. Prior, Karen was Managing Director of GE Ventures, Software & Analytics, where she kick-started partnership, acquisition, and investment strategies to advance GE’s Industrial Internet capabilities across its multi-billion dollar industrial businesses. She returned to Alphabet after Google’s 2016 acquisition of Urban Engines, a movement analytics startup, where she was general manager. Karen holds an MBA/JD from Northwestern University and an AB from Princeton University.
Corporate Innovation Models for Success

BRENDON KIM ’89
Executive Vice President, Samsung NEXT Ventures

Brendon Kim has been investing in early stage startup companies for over 20 years. He is currently the Vice President, Managing Director, Global Head of Samsung NEXT Ventures. The Ventures team invests in compelling early stage software and services startups, bringing the power of the Samsung platform to accelerate their growth. Prior to joining Samsung, Brendon was a co-founding general partner of Altos Ventures where he was a lead investor and board member in numerous early-stage software and services companies. He received his MBA from the Stanford Graduate School of Business and his AB from Princeton University.

KAREN ROTER DAVIS ’94
Leadership Team at X, The Moonshot Factory

Karen is part of the leadership team at X, managing a portfolio of early stage projects, helping moonshot technologies make the transition to successful businesses. Prior, Karen was Managing Director of GE Ventures, Software & Analytics, where she kick-started partnership, acquisition, and investment strategies to advance GE’s Industrial Internet capabilities across its multi-billion dollar industrial businesses. She returned to Alphabet after Google’s 2016 acquisition of Urban Engines, a movement analytics startup, where she was general manager. Karen holds an MBA/JD from Northwestern University and an AB from Princeton University.

PIERRE THEODORE ’90
Vice President, Scientific Innovation, Johnson & Johnson

Pierre R. Theodore, MD is Vice President, Therapeutic Area Expert, Thoracic Surgical Oncology for Johnson & Johnson Medical Devices Companies. In this role, he is responsible to help accelerate innovation, advance the standard of care within early stage science and to elevate existing and adjacent technologies. Additionally, Dr. Theodore is a Health Sciences Associate Professor of Surgery and holds the Van Auken Endowed Chair in Thoracic Surgery at the University of California, San Francisco School of Medicine. Pierre holds an AB from Princeton University and an MD from the University of Virginia.

RICK WALDRON ’84
Former Vice President, Innovation Strategy & Partnerships, Nike

Rick leads Horizon Arc, an Innovation Advisory & Executive Coaching firm that supports Innovation Leaders in designing and implementing customized, high-impact Innovation Architectures that will lead to game-changing innovation and growth for their Global 1000 enterprises. Rick created Horizon Arc out of a passion for recapturing and nurturing the entrepreneurial energy, creativity, and boldness that originally launched companies toward their success to-date. Rick holds a law degree from Harvard University, an AB from Princeton University, and certificates from the Hudson Institute and the Stanford Graduate School of Business.

BILL WESCOTT ’85, Moderator
Founder and CEO, BrainOxygen

Bill is a senior executive with over 25 years of experience in innovation and sustainable development, working with leading organizations on six continents and in four languages. In addition to being the Founder and CEO of the BrainOxygen LLC consultancy, he has served as a leader of three Bay Area startups, co-founded and managed the Veolia Innovation Accelerator as Veolia’s Vice President of Innovation, and established the Latin American EHS consulting practice of Arthur D. Little, Inc. during his fifteen years there. Bill is a lifelong intra- and entrepreneur, and is a frequent speaker on technology and innovation. He has a PhD from Carnegie Mellon University and a BSE from Princeton University.
KATHY IRELAND P21
Founder and Chief Executive Officer, kathy ireland Worldwide

Legendary supermodel, actress, and entrepreneur, Kathy Ireland founded kathy ireland® Worldwide in 1993, turning a licensing deal into a business empire now worth $2 billion. The collections of kathy ireland® Worldwide include 17,000 products in fashion, fine jewelry, intimate apparel, skincare, accessories, weddings, home, office and more.

Among her many notable modeling achievements, she appeared in 13 consecutive Sports Illustrated swimsuit issues from 1984 to 1996. In 1993, she licensed her name to a line of socks at Kmart, then established kiWW® to capitalize on additional licensing deals. (Over 100 million pairs of Kathy Ireland socks were sold that year.) Ever fashionable, she then appeared on the cover of Forbes in 2012 and 2016, the latter as one of America’s richest self-made women. Last year License Global magazine named her as the 25th most powerful brand in the world. Kathy and venture capitalist Jenny Abramson were appointed as the first women on the National Football League Players Association board of directors in January 2019.

She has also authored several books, including inspirational books such as 2002’s Powerful Inspirations: Eight Lessons that Will Change Your Life, written with Laura Morton (WaterBrook). Her first three children’s books Mona’s Favorite Words, What Do Mommies Do? and An Angel Called Hope were released in 2005 by Publications International, Ltd.

Kathy and kiWW® support many non-profits including: YWCA Greater Los Angeles for which she is an Ambassador, Dream Foundation, Providence Educational Foundation, 911 for Kids/AEF, and the St. Jude Children’s Research Hospital. Kathy was recently named an Ambassador for the Elizabeth Taylor AIDS Foundation. She is also a strong advocate for ending human trafficking domestically and internationally.
DEREK LIDOW ’73 P05 P07
Author, Keller Center Lecturer, Former Chief Executive Officer, iSuppli

Derek Lidow has been teaching entrepreneurship, leadership, and innovation at Princeton’s Keller Center since 2011. Derek created and teaches two popular and impactful Princeton classes: EGR 497, “Entrepreneurial Leadership” and EGR 200, “Creativity, Innovation, and Design”. While at Princeton Dr. Lidow has also written two important and well-received books on entrepreneurship: Startup Leadership and most recently Building on Bedrock. Derek is now working to create a new class on the history of entrepreneurship, which will be offered for the first time in the Fall.

Prior to being invited to teach at Princeton, Dr. Lidow was one of the few New York Stock Exchange CEOs who left to start new companies from scratch--with unequivocal success. He left International Rectifier, a large publicly held semiconductor company to found and lead iSuppli, a leading global market research firm startup, which was sold to IHS in 2010.

He is a frequent contributor to publications such as Harvard Business Review, Forbes, and the Wall Street Journal and he is a sought-after speaker and adviser on innovation and leadership.

Derek has a BSE from Princeton University and he received a PhD in applied physics from Stanford University as a Hertz Foundation Fellow.

TigerTalks in the City, a PEC program, brings the innovative research of Princeton faculty and alumni to New York City on a quarterly basis. TigerTalks features a panel discussion on an interdisciplinary topic, followed by a networking reception for Princetonians and friends.

PEC has also started TigerTalks on the Road, bringing the popular TigerTalks program to cities across the country throughout the academic year.

entrepreneurs.princeton.edu/tigertalks
ADRIANA DE LA ROSA ‘95  
Chief Development Officer, 2-1-1 Orange County

Adriana is passionate about helping those in need. She currently serves as Chief Development Officer for 2-1-1 Orange County (211OC), the county’s premier information and referral source, and Homeless Management Information System (HMIS). In her role, Adriana helps lead strategic efforts to carry out the mission to connect the most vulnerable with the resources they need; collaborate to improve delivery systems; and provide critical data to stakeholders and policy makers. Adriana graduated from Princeton University with an AB in history and certificates in Latin-American Studies and Romance languages and a law degree from American University, Washington College of Law.

RANDOLPH WIGGINS ‘05  
Manager, Tech & Society, Omidyar Network

Randy is a Manager with the Tech and Society Solutions Lab at Omidyar Network. He leads the team’s work designing investment frameworks and operations, manages venture deal pipelines, and conducts research on emerging tech trends for future investment. Randy is also an alumnus of the Gates Millennium Scholars Program, a Robert Toigo Foundation Fellow, an alumnus of Management Leadership for Tomorrow (MLT), an alumni board member of the Council of Urban Professionals (CUP), and served as a White House intern on the United States National Economic Council in the Obama administration. He holds a AB from Princeton University and a JD from the UCLA School of Law.

AOI SENJU ’16  
Founder and Chief Executive Officer, Jumpstart

Aoi Senju is the founder and CEO of Jumpstart, a machine learning platform for energy finance. The mission of Jumpstart is universal clean energy access. Aoi has worked in the solar, battery, and fuel cell industries as an R&D engineer and data scientist. Before starting Jumpstart, he led a multi-million dollar next-generation battery research grant from the Department of Energy at 24M, an MIT-based startup. At Princeton, he studied Chemical and Biological Engineering and wrote his thesis with Daniel Steingart, which was published in Energy and Environmental Science.

SARA WALLACE BEATTY ’12 S12  
Head of Communications and Marketing, Global Development Incubator

Sara is the Communications Manager at GDI. She guides communications efforts across all focus areas, advances GDI thought leadership in external media, and oversees the branding process for new initiatives. Before joining GDI, Sara was part of the communications team at Dalberg Global Development Advisors and supported communications and fundraising at AppleTree Institute for Education Innovation. She has also worked at an array of journalism outlets including Media Matters for America, Philadelphia Magazine, and the Olive Press in Andalucía, Spain. Sara holds an AB from Princeton University.

MEGAN MARTIN STRICKLAND ’07 S07  
Senior Business Development Manager and Head of Community, ReBoot Accel

Megan is Senior Business Development Manager and the Head of Community at ReBoot Accel, which helps companies create cultures that hire, advance and empower women and helps women get current, connected and confident to resume careers. Prior to ReBoot Accel, Megan spent seven years as a bond analyst at Franklin Templeton, followed by a stint at Stanford University. She holds an AB in history from Princeton University and is passionate about helping companies transform and improve their cultures to be as efficient and effective as possible. Megan is married to fellow Princeton alum, Tim Strickland ’07, and they have two kids (4) and (2).
Classroom: How a Startup Can Succeed Without Selling Its Soul

DAVID MILLER
Director, Princeton University Faith & Work Initiative

David brings an unusual “bilingual” perspective to the classroom and the boardroom. Before receiving his PhD in ethics and joining the faculty at Princeton University, he spent 16 years in senior executive positions in international business and finance, including eight years in London.

David is the Director of the Princeton University Faith & Work Initiative, a Lecturer in the Religious Studies department, and a Professional Specialist in Ethics. In addition to his research, teaching, and programs, he also serves as an advisor to corporate CEOs and senior executives on ethics, values-based leadership, culture, and the role of faith at work. As a thought leader, many senior executives seek his counsel, and scholars, religious organizations, and the media seek his views. The Wall Street Journal featured his work with one client.

Prior to academia, David lived and worked in London for eight years, where he was a partner in a private equity firm that specialized in international investment management, corporate finance, and mergers and acquisitions. Before that he was a senior executive and director of the securities services and global custody division of HSBC Group, having held the same position at Midland Bank plc before its acquisition by HSBC. He moved to London as the managing director of the European operations of State Street Bank & Trust, a leading US securities services bank. He started his management career stateside, working at IBM for eight years in a variety of sales and marketing management positions.

David speaks German, having lived and worked in Germany. He is a graduate of Bucknell University. After his corporate experience, he entered academia, receiving his MDiv and a PhD in ethics from Princeton Theological Seminary. Before joining the faculty at Princeton University in 2008, he taught for five years at Yale Divinity School and Yale School of Management, also serving as the Executive Director of the Yale Center for Faith & Culture. At Princeton, the nickname of his signature course is, “Business Ethics: Succeeding without Selling Your Soul.” Harvard Business Review called David’s book, God at Work, (Oxford University Press), “most thoughtful.”
LAURA MELAHN ’07  
Partner, GV

Laura joined GV in 2011 and is a partner focused on consumer and marketplace investments. Previously, she established GV’s marketing function. Laura named Calico, Alphabet’s company aiming to slow aging and counteract age-related diseases. Prior to joining GV, Laura was a product marketing manager at Google, where she worked on Search, Maps, Analytics, and the brand. Previously, Laura conducted research at the Cancer Research Center of Hawaii and in the University of Oxford biochemistry department. A Phi Beta Kappa with an AB with honors from Princeton University, she ran track and cross country and was a member of the geographically-challenged surf club.

BRETT PASCHKE ’90  
Head of Equity Capital Markets, William Blair & Co.

Brett is the Head of Equity Capital Markets at William Blair, responsible for the sourcing, structuring and execution of public equity offerings. Brett currently chairs the firm’s Equity Commitment Committee, and the SIFMA Capital Markets Committee on Policy and Regulation where he testified before the House Financial Services Subcommittee on Capital Markets, Securities and Investments. Brett served on the IPO Task Force which produced the recommendations that became the basis for the JOBS Act. Brett has an AB from Princeton University, cum laude, and an MBA from the Harvard Business School, with honors.

MATTHEW QUILTER ’74  
Partner, Fenwick & West LLP

Matt joined Fenwick & West in 1997 and is the former head of Fenwick’s corporate group. He has an AB from Princeton University and received his JD from the University of Pennsylvania. Matt has been advising high tech entrepreneurs, venture capital funds and other investors, and Boards of Directors for more than thirty years, including many with Princeton associations.

MARCUS STROUD ’16  
Co-Founder and General Partner, TXV Ventures

Marcus is the co-founder and General Partner at TXV, an early stage venture capital fund based in Austin and Dallas, Texas. He focuses on consumer and fintech investments for the firm, while serving as board member for Matter Music. Marcus got his first exposure to venture capital as a managing director for the Clubhouse Investment Group, an investment group based in Dallas that focuses on co-investment strategies with top tier venture capital and private equity funds. Focused on early stage B2C investments, Marcus led Clubhouse’s investment in Future, Grove, and others while rebuilding the Club’s investment and deal sourcing strategy. Marcus received his AB from Princeton University.

ILYA KIRNOS ’99, Moderator  
Founding Partner, SignalFire

Ilya is a founding partner of SignalFire, where his areas of particular interest include data infrastructure and applications. As SignalFire’s CTO, he leads a team of engineers and data scientists working to help the firm make better investment decisions and support portfolio companies. Prior to co-founding SignalFire, Ilya was a Software Engineer at Google (2004-2012) where he held several technical leadership positions. He was a Technical Lead for Gmail Ads, AdWords Performance and Scalability, and Google Prediction Markets. Ilya started his software engineering career at Bell Labs and Oracle. Ilya graduated from Princeton University with a BSE in Computer Science and a certificate in applied mathematics.
Exciting Initiatives in Ed Tech

**BETHANY COATES ’98 P97**
**Founder and Chief Executive Officer, BreakLine Education**

Prior to founding BreakLine, Bethany was an Assistant Dean at Stanford Graduate School of Business, where she led global and social impact education. Her work included establishing Stanford business education throughout the world, including China, Europe, India, Mexico, and South America. Bethany co-led the creation of a GSB program that provides entrepreneurship education to Post-9/11 Veterans. She earned an AB from Princeton University and an MBA from the Stanford Graduate School of Business. In 2018, she was honored to receive the Secretary of Defense Medal for Outstanding Public Service on behalf of the BreakLine team.

**EMILY GRASSBERG SANDS ’09**
**Senior Director, Data Science, Coursera**

Emily is the head of Data Science at Coursera. Her team builds the statistical models and machine learning algorithms that power content discovery and help scale an engaging and personalized learning experience; leads the measurement, experimentation, and inference that informs Coursera’s product and business strategy; and develops the analytical products and direct data access for the company’s university partners and enterprise customers. Her academic research has been featured in the popular press including the *New York Times*, the *Wall Street Journal*, and National Public Radio. Emily holds a PhD in economics from Harvard University and an AB from Princeton University.

**ELLEN SIMINOFF ’89 P22**
**Former President and Chief Executive Officer, Shmoop**

Ellen Siminoff is a long-tenured media and technology executive and board member. From 2007 to 2018, she was President and Chief Executive Officer of Shmoop University, an educational publishing company which reduces the friction in learning. She was President/CEO of Efficient Frontier, a pioneer of dynamic Search Engine Marketing management services, and was a founding executive at Yahoo! She currently serves on the board of Zynga. In 2005 she was one of eight industry professionals named “Masters of Information” by *Forbes*. Ms. Siminoff holds an MBA from the Stanford Graduate School of Business and an AB from Princeton University.

**MINERVA YEUNG *96 S*96**
**Founder, IvyCube**

For over a decade, Minerva has led efforts for innovative educational approaches that harnessed East and West educational philosophies & resources, and worked with local schools in Shanghai to build new bi-curricular programs; upon returning to Bay Area, she continues to help improve educational quality & inclusiveness in local schools & community. Since 2014, IvyCube, her latest startup, has sustained tremendous growth each year in revenue and number of students. IvyCube has coached/educated 1000+ student-courses in Shanghai & Silicon Valley, and has seen its curriculum integrated into three bilingual schools. She holds a PhD from Princeton University and a BSEE from Purdue University.

Read expanded bios of our panelists at [entrepreneurs.princeton.edu/conference](http://entrepreneurs.princeton.edu/conference)
How Alumni Can Engage with Princeton’s Entrepreneurial Ecosystem

KIMBERLY BETZ
Executive Director, Career Services

Kim serves as the public representative and guides the Career Services department’s strategic vision to help students to proactively design their careers. Previously, Kim served as the Director of the Career Center at Carleton College. She received a bachelor’s degree in German at Carleton College, a master’s degree in German from the University of Wisconsin, Madison, and also did graduate work in career counseling at the University of Minnesota.

CHIP HAY
Corporate Engagement and Foundation Relations

Chip helps faculty and students develop and manage collaborative research and education partnerships with companies in the western part of the United States. Based in the San Francisco Bay area, he led the corporate engagement team for Northwestern’s engineering school before coming to Princeton in 2015. Chip is very interested in the dynamics of innovation and commercializing University research. He earned a BA and PhD, both from Northwestern University.

CORNELIA HUELLSTRUNK
Executive Director, Keller Center for Innovation in Engineering Education

Cornelia plays a critical role in setting the strategic direction and managing the day-to-day operations of the Keller Center at Princeton University. Within her portfolio of activities are a broad set of courses and certificate programs in innovative engineering education, entrepreneurship/design thinking as well as entrepreneurial internship programs, a design thinking program and the eLab accelerator. Cornelia holds a BA from Columbia University and an MBA from Universität des Saarlandes in Saarbrücken, Germany.

MICHELLE MOON ’99 S01
Co-Founder/Director, Princeton Alumni Angels

Michelle Yang Moon is Co-Founder/Director of the Princeton Alumni Angels and serves as President Emeritus of the Princeton Club of Northern California, where she also co-founded PCNC’s Entrepreneurship Series focused on education, networking and support of all walks of Tiger entrepreneurship in the Bay Area. In her day job, Michelle is a Manager of Global Intellectual Property Operations at Facebook, and is proud wife of fellow Tiger Ki Moon ’01.

ANNE-MARIE MAMAN ’84
Executive Director, Princeton Entrepreneurship Council

Anne-Marie Maman is the Founding Executive Director of Princeton Entrepreneurship Council. Signature programs managed by Anne-Marie and her team center around engaging and educating entrepreneurs of all levels and ages in locations around the country. The focus of PEC is on programming, mentoring and funding, as well as on Princeton’s outreach to the local entrepreneurial ecosystem. Anne-Marie has an AB from Princeton University and an MBA from the Kellogg School of Management at Northwestern University.

DON SEITZ ’79 P10
Assistant Director for Alumni Engagement, Princeton Entrepreneurship Council

Don manages a number of initiatives to engage alumni across the Princeton entrepreneurial community. These include the Tiger Entrepreneurs Conference, TigerTalks in the City and TigerTalks on the Road, and a “flash” mentoring platform called OfficeHours. Don is the primary PEC liaison to Princeton Alumni Angels and organizes a number of Startup Showcases and VC Roadshows to further connect Princeton startups with the investor community. He holds an AB from Princeton University and an MBA from the Harvard Business School.

Cash prizes will be given for Judges’ Winner and a People's Choice Winner, to be announced at 7:30 during the Networking Reception immediately following the Startup Showcase.

**LUKE ARMOUR ’13**
Managing Director, Chaac Ventures

Luke founded Chaac Ventures in 2015 after recognizing the lack of investment vehicles to support early-stage companies founded by Princeton students, alumni and professors. Chaac provides first-check funding for Princeton alumni founders, and the opportunity to invest in, and leverage the power of the Princeton network. Luke was an Associate and founding team member of Arrowroot Capital, a SaaS-focused growth equity firm based in Santa Monica, CA. While at Princeton, Luke was awarded the John T. Schroeder Class of 1992 Award, which recognizes a member of the lacrosse team whose embodiment of character and selfless devotion has the greatest impact on the community.

**TOM MEYER ’87**
Managing Director, Nassau Street Ventures

Tom Meyer is the founding Managing Partner of Nassau Street Ventures, Alumni Venture Group's Princeton-focused venture capital fund. Nassau Street Ventures allows individual investors to invest in a diversified fund of Princeton-related venture-backed companies. Tom is an experienced venture capitalist, CEO and strategic consultant. He has been CEO of three venture-backed tech companies, which he successfully turned around. He brings a global perspective to business, having lived in Europe and Asia and worked in 40 countries around the globe. Tom has a BSE from Princeton University and an MBA from the Yale School of Management.

**MARK POAG ’93 S93**
Managing Director, Fitz Gate Ventures

Mark is Co-Founder and Managing Director of Fitz Gate Ventures. Prior to co-founding Fitz Gate, Mark was the Head of Product, Marketing, Legal and Alliances and Board Secretary at Datacert, Inc., an enterprise software company and the Founder and CEO of DigiContract, Inc. Mark is the President of the Princeton Alumni Association of Houston and a former member of the Executive Committee of the Alumni Council of Princeton University. Mark also co-leads a seminar series on venture capital for Princeton University graduate students and is a Lecturer at Rice University on Venture Capital Finance. Mark holds an AB from Princeton University and a JD/MBA from Tulane University.

**JOELLE RAUH ’02**
Co-Director, Princeton Alumni Angels

Joelle has a passion for startups. She has worked in mergers and acquisitions, venture and most recently as an entrepreneur - always with an eye for exciting new business ideas. She is based in San Francisco and is thrilled to help foster Princeton's west coast startup ecosystem through her work with the Princeton Club of Northern California Entrepreneurship Series and as Co-Director of Princeton Alumni Angels. She holds an AB from Princeton University and an MBA from Columbia University.

**DON SEITZ ’79, Moderator**
Check-In and Breakfast, Day Two
Gap Inc., 2 Folsom Street, San Francisco CA

Conference Welcome

ANNE-MARIE MAMAN ’84
Executive Director, Princeton Entrepreneurship Council

DON SEITZ ’79
Assistant Director, Alumni Engagement, Princeton Entrepreneurship Council

Classroom: Social Entrepreneurship

MARTY JOHNSON ’81 P07 P09 P13
Lecturer, Keller Center; Founder, Isles, Inc.


Isles has received awards from the U.S. EPA, the White House, the United Nations, and numerous other organizations. Isles’ work includes community planning and green real estate development, wealth creation, environmental health, urban agriculture, education for under-served high school drop-outs and job-training. Increasingly, Isles provides technical and organizing assistance to policymakers and groups across the state and beyond.

Mr. Johnson co-founded other development organizations and projects, including: New Jersey Community Capital, Housing and Community Development Network of NJ, Building One New Jersey and the Success Measures Project, a national effort to develop impact measures for community-building work.

Born and raised in Akron, Ohio, Marty is a 1981 graduate and former trustee of Princeton University, where he played football and baseball. In 1996, he taught “Rethinking Poverty: Community Development Research and Policy” at the Woodrow Wilson School of Public and International Affairs.

From 2015-2017, Marty was the James Wei Visiting Professor in Entrepreneurship at the Keller Center, where he developed a course titled, “Rethinking Social Profit Organizations” (EGR 498). Last year, Marty began teaching a second course titled “So, You Want to Change the World?” (FR158). This year, he continues to teach at Princeton University half-time.
ERIK BLACHFORD ’89
Partner, Technology Crossover Partners; Former President, Expedia
Currently a Venture Partner at Technology Crossover Ventures, Erik has served as Chief Executive Officer of Expedia, Inc. and IAC Travel (including Expedia, Hotels.com, and Hotwire), Butterfield & Robinson, and Terrapass, and as Executive Chairman at Couchsurfing. As President and Senior Vice President of Marketing at Expedia, he led the team that built the Expedia brand. As an independent film and theater producer and executive producer, he has mounted shows at the San Francisco Fringe Festival and helped finance several independent feature films. Erik holds a AB in English and theater from Princeton University, an MBA from Columbia Business School, and a MFA from San Francisco State University.

JOHN Y. CHANG ’91 S92
Co-Founder and Chief Technical Officer, Willow
John Y. Chang is currently Chief Technical Officer and Co-Founder of Willow, a company which has reimagined the breast pump for nursing mothers. Previously, John co-founded and was Vice President of Research and Development of Acclarent, a company which pioneered balloon sinuplasty for the treatment of chronic sinusitis and which was acquired by Johnson & Johnson in 2010. John has over 25 years of experience developing medical devices and holds over 250 patents and patent applications for various medical devices in the fields of cardiology, ENT, general surgery, drug delivery, and women’s health. John received a BSE from Princeton University and an MS from Stanford University.

KAREN DREXLER ’81 P09
Founder and Chief Executive Officer, Sandstone Diagnostics
Karen is Chief Executive Officer and a board member of Sandstone Diagnostics, a company that is utilizing portable centrifugal technology to put a new spin on healthcare. She is a member of Women Corporate Directors, National Association of Corporate Directors, Stanford Women on Boards, Astia Angels, Springboard, and on the advisory board of the Keller Center at Princeton University. She was also named 2013 Female Entrepreneur of the Year by the Stevie Awards and 2002 Entrepreneurial Woman of the Year by Silicon Valley Women’s Fund. Karen received her MBA from the Stanford Graduate School of Business and a BSE from Princeton University.

NIKHIL BASU TRIVEDI ’11
Partner, Shasta Ventures
Having built products and companies as an entrepreneur in his teens, Nikhil now focuses on discovering, investing in, and mentoring the next generation of entrepreneurs. As a Partner at Shasta, he leads investments in consumer-oriented businesses. Nikhil also has a strong interest in industries that have yet to be transformed for the better by mobile and web technology, including healthcare, education, energy, and the life sciences. He has co-sponsored many of Shasta’s investments since joining the team in 2012. Nikhil was named in 2015 to Forbes 30 Under 30 for Venture Capital. He has an AB in molecular biology with a certificate in finance from Princeton University.

DON ALBERT ’79, Moderator
Former President, North America, AdsWizz; Former Skype and eBay Executive
Don is an innovative leader who has built and led teams at some of the world’s leading Internet and media companies, as well as at startups pioneering new media, advertising, and commerce models. Most recently, Don was President, North America at AdsWizz, the leading ad tech provider to digital audio publishers, networks, and advertisers, which was acquired by Pandora. Previously, he was the Vice President and General Manager of the Americas and Global Advertising at Skype until its sale to Microsoft. Prior to Skype, Don led the business development team at eBay. Don holds a AB from Princeton University, and an MBA from the NYU Stern School of Business.
TOM SIEBEL P11
Chairman and Chief Executive Officer, C3

Tom Siebel is the Chairman and Chief Executive Officer of C3. He was the Chairman and Chief Executive Officer of Siebel Systems, which merged with Oracle Corporation in January 2006. Founded in 1993, Siebel Systems became a leader in application software with more than 8,000 employees in 32 countries, over 4,500 corporate customers, and annual revenue in excess of $2 billion. Mr. Siebel is also Chairman of the Siebel Energy Institute, a global consortium for innovative and collaborative energy research for the public domain.

He serves on the boards of advisors for the University of Illinois College of Engineering and the University of California at Berkeley College of Engineering.

Tom is a graduate of the University of Illinois at Urbana-Champaign, where he received a BA in history, an MBA, and an MS in computer science.
VALERIE DELVA ’06
Senior Director, R&D Strategy and Operations, Gilead

Deeply passionate about the role of technology and scientific innovation in improving health, Valerie currently serves as Senior Director, R&D Strategy and Operations at Gilead. She is an Innovation Fellow at HITLAB, Columbia University’s healthcare innovation technology lab evaluating disruptive technologies and advising companies on innovation strategy, product and service design, and implementation solutions. Valerie holds an AB in molecular biology and neuroscience from Princeton University and a graduate degree in biomedical research and neurobiology from Mount Sinai School of Medicine.

ANITA GUPTA MODI ’08
Vice President of Product Strategy, Science 37

Anita has a deep interest in healthcare access and tech-oriented delivery strategies. She is currently the Vice President of Product Strategy at Science 37, a Series D health tech company focused on patient-centric models for clinical research. Prior to Science 37, she was a founding team member and Vice President of Product Management at Genos, a Series A consumer genomics startup. She previously held roles at athenahealth, the Jamaican Ministry of Health, and Lehman Brothers/Barclays Capital. Anita graduated with an MBA from Harvard Business School and has an AB in molecular biology and certificate in finance from Princeton University.

TREVOR MARTIN ’11
Co-Founder and Chief Executive Officer, Mammoth Biosciences

Dr. Trevor Martin is leading Mammoth Biosciences on a mission to democratize access to CRISPR. The Mammoth team, including fellow Co-Founder and CRISPR co-inventor Jennifer Doudna, has built the world’s next generation CRISPR platform and the world’s first CRISPR-based diagnostics platform capable of detecting any RNA or DNA biomarker. Mammoth has raised $23M from lead investor Mayfield and other investors including NFX, 8VC, Tim Cook, Brook Byers, Bob Nelsen, and Jeff Huber. His work has been featured in FiveThirtyEight and The Atlantic, and he was featured on Forbes 30 Under 30 list in 2018. He holds a PhD from Stanford University and an AB from Princeton.

ALICE ZHANG ’10
Co-Founder and Chief Executive Officer, Verge Genomics

Alice is Co-Founder and Chief Executive Officer of Verge Genomics, a next-generation therapeutics company using machine learning and human genomics to accelerate drug discovery for neurodegenerative diseases. Zhang has received numerous awards for her work as a scientist and entrepreneur, including the Featured Honoree in Forbes 30 Under 30 2017 and the prestigious Paul & Daisy Soros Fellowship for New Americans. She graduated from Princeton University magna cum laude with high honors in molecular biology and subsequently trained for five years in the UCLA-Caltech MD/PhD program investigating gene networks involved in neuro-regeneration.

JOHN DIEKMAN ’65, Moderator
Founding Partner, 5AM Ventures

John Diekman is a Founder and Managing Partner of 5AM Ventures. Prior to founding 5AM, he was a Founder and Managing director of Bay City Capital, a life sciences investment firm. He is a special advisor to the Singapore Economic Development Board, a former Trustee of Princeton University and a former trustee of the California Institute of Technology and Scripps Research Institute, where he served as chairman. He is an honorary officer in the Order of Australia. Diekman received an AB in chemistry from Princeton University and a PhD in chemistry from Stanford University. He holds an honorary Doctor of Laws from Monash University.
Emerging Opportunities in Tech

ABHINAV AGRAWAL ’04 S05
Co-Founder and Chief Executive Officer, Rocket

Abhinav Agrawal is the Co-Founder & Chief Executive Officer of Rocket, an AI enabled recruiting firm using machine learning to help companies find the right talent. Before this, he was the Co-Founder & Chief Executive Officer of Renzu, a mobile app intelligence startup acquired by SurveyMonkey in 2015. Abhinav has held various executive roles at SurveyMonkey and Zynga, was a Product Manager at Amazon Web Services, an Engagement Manager at McKinsey and is an advisor/mentor to several other startups. Abhinav has a BSE from Princeton University and an MBA from the Harvard Business School.

WILL McCALPIN ’12
Product Manager, Swoop

Will spent the early part of his career in cleantech at companies focused on delivering distributed generation solar and energy efficiency financing solutions. He quickly realized software is eating the world and decided to make the transition to product management. In 2018, Will joined the Product team at Swoop, a B2B marketplace tackling roadside assistance. At Swoop, Will manages a team of front-end and back-end engineers to execute on the product roadmap for the Swoop mobile app. He is inspired by the capacity of technology to solve analog problems. Will graduated from Princeton with an AB in political philosophy.

AMIT MUKHERJEE ’10
Partner, NEA

Amit joined NEA in 2012, where he is currently a Partner focused on consumer technology investments. He is a Board Observer for Casper, MasterClass, Brandless, and The Players’ Tribune, and was previously a Board Observer for Jet.com (acquired by Wal-Mart). Amit has led a number of seed stage investments for NEA, including Princeton Alumni Entrepreneurs Fund portfolio company Aquabyte, Cake, Holloway, Yumi and PumpUp. Amit was named to the 2016 Forbes 30 Under 30 in Venture Capital. He earned his AB in economics, magna cum laude, from Princeton University.

BRYTON SHANG ’12
Founder and Chief Executive Officer, Aquabyte

Bryton Shang is the Founder and CEO of Princeton Alumni Entrepreneurs Fund portfolio company Aquabyte, a Silicon Valley and Norway-based venture-backed company applying machine learning and computer vision to aquaculture fish farming for biomass estimation, sea lice counting, and feed optimization and formulation. Bryton was named to the 2019 Forbes 30 Under 30 in Manufacturing & Industry. Bryton built deep learning algorithms to diagnose cancer as Chief Technology Officer of HistoWiz, a biotechnology firm. He also co-founded iQ License, a brand licensing platform, and Nikao Investments, an algorithmic trading firm. He holds an BSE from Princeton University.

BRIAN ASCHER ’89, Moderator
Partner, Venrock

Brian Ascher joined Venrock in 1998 as a Kauffman Fellow and is currently a Partner. Brian invests broadly across enterprise and fintech and currently serves on the Board of Directors of several companies, including Personal Capital, 6Sense, Socrates AI, Dynamic Signal, Retail Solutions, SmartBiz Loans, and Inrix. Past investments include Vocera, ADiFY, DATAllegro, Arenta, Redbeacon, Tudou, RelayHealth, and Unicru. Prior to Venrock, Brian was a Senior Product Manager at Intuit responsible for Quicken, and earlier in his career was a Strategy Consultant at the Monitor Group. Brian has been named to the Forbes Midas List multiple times. Brian received his AB from Princeton University and his MBA from the Stanford Graduate School of Business.
CHARITY GOODMAN ALLEN ’00
Former Senior Product Counsel, Waymo

Charity Goodman Allen is the former Senior Product Counsel, Regulatory at Waymo LLC (formerly Google’s self-driving car company), where she advised on a broad range of regulatory and privacy issues. She joined Waymo by way of four years at Tesla and six years in big law. Charity holds an AB in politics from Princeton with a certificate in Latin American studies, an MSc from Oxford University, and a JD from the University of Pennsylvania. She is the incoming Head of Regulatory at Aurora Innovation.

JAMIE LOWREY ’18
Public Policy and Strategy Analyst, Greenfield Labs (Ford)

Jamie Lowrey is a Public Policy and Strategy Analyst at Ford’s Greenfield Labs in Palo Alto. Following his graduation from the Woodrow Wilson School in 2018, he joined this innovation team, which employs human-centered design to explore the future of mobility. In his first year at Ford, Jamie has worked on a variety of projects including dynamic first/last mile shuttles in Seattle, mobile health environments that expand access to healthcare in underserved areas, and rebuilding human-centered streets in the 21st century. A native of New York City, he is passionate about environmental issues and bringing equitable mobility to everyone.

JEFF RUSSAKOW ’90
Chief Executive Officer, Boosted Boards

Jeff is CEO of Boosted, a leading provider of high-performance light electric vehicles. He joined the company in 2017 to help manage the commercial, geographic, and product expansion of the company as it quickly transitioned from an emergent start-up to a global growth company. Jeff studied mechanical engineering and robotics at Princeton and Stanford, as well as public policy at the Woodrow Wilson School. After gaining years of experience as a senior executive at McKinsey, SAP, Adobe, Symantec, and Yahoo!, followed by several years leading startup and growth companies, Boosted represents a return to his dual first loves of electro-mechanical systems and public policy.

KEVIN WEISS ’79 S79
Chief Executive Officer, Spireon

Kevin has led Spireon, the industry’s leading automotive telematics company, providing businesses and consumers with powerful Big Data insights to track, manage and protect their most valuable assets, as CEO since 2016. Prior to joining Spireon, Kevin served as Chief Executive Officer of Unitrends, a global technology company that delivers end-to-end business recovery solutions. Prior to Unitrends, Kevin served as President and Chief Executive Officer of multiple private-equity owned technology-enabled companies following his role as President of McAfee and senior sales and marketing leadership roles at IBM. Kevin holds an AB from Princeton University.

JAMES MISTER ’10, Moderator
Senior Investment & Expansion Manager, Bavarian US Offices for Economic Development

James is a strategy professional with a passion for future mobility, data privacy, and early-stage startups. Besides advising early-stage startups in the autonomous and smart vehicles space, he serves as the senior investment and trade official for the Bavarian Ministry of Economic Affairs, Energy & Technology in the US-West and is based in San Francisco. In this role he and colleagues support companies across the tech, industrial, and life science spectrum like Lyft, Cloudflare, Palantir, Qualtrics, and Sierra Nevada Corp. (aerospace) with EU/EMEA strategy and expansion plans. A 2015 McKinsey & Co. Germany Perspective Change fellow, he holds an MS in energy economics and natural resource management from the Technical University of Munich and an AB from Princeton.
JACK ALTMAN ’11  
Co-Founder and Chief Executive Officer, Lattice

Jack Altman is the Co-Founder and CEO of Lattice, a modern people management platform for growing companies. Since graduating the Y Combinator Winter 2016 class, Lattice has served over 1000 customers such as Reddit, Cruise, Coinbase and Asana. Lattice closed its Series A with investments from Thrive Capital, Slack Fund, Khosla Ventures, Marc Benioff (Salesforce), and Alexis Ohanian (Reddit). Prior to starting Lattice, Jack was the Vice President of Business and Corporate Development at Teespring, and an angel investor in companies such as Opendoor, Instacart, Pinterest, Gusto, LendUp, Soylent, and Patreon. He holds an AB in economics from Princeton University.

PAUL DORNIER ’17  
Founder and Former Chief Executive Officer, Meetingbird

Paul leads calendar initiatives at Front, a growth-stage startup that’s reinventing email for teams. Previously, he was the co-founder and CEO of Meetingbird, which he started in his Princeton dorm room before it went on to received backing from Y Combinator and Khosla Ventures. Meetingbird grew to over 15,000 weekly active users before it was acquired by Front in 2018. Paul graduated from Princeton in 2017 with a BSE in Computer Science.

CHRISTINE MARZANO ’07  
Actor and Co-Founder, DNABlock

Christine is co-founder of DNABlock, which enables the creation, deployment and protection of photo-realistic, interactive, digital avatars. Christine started as an award-winning professional Irish Dancer and for the past ten years, continued her storytelling as an actor and voiceover artist. Prior to acting, Christine worked as an international runway and print model. Christine currently moderates the Princeton in Hollywood Speaker Series, capturing stories through interviews and panel discussions with Hollywood power players. Christine holds an AB in psychology from Princeton University and a certificate in graphic design from UCLA.

MINQI JIANG ’12  
Co-Founder, Macro

Minqi Jiang is the co-founder of Macro, a tool that helps companies streamline repetitive operational tasks and program work. Previously he co-founded Hyper Travel, the first fully chat-based corporate travel service powered by a global network of agents running on a custom mid-office platform. Hyper was acquired by Tradeshift in 2016. Before that, he was a product manager at Google, where he worked on Google Translate, Android, and helped start Google Fit. He holds an AB in computer science and certificate in creative writing from Princeton University.

MAX GREENWALD ’17, Moderator  
Product Manager, Google; Founder and Chief Executive Officer, IgniteSTEM

Max Greenwald is a Product Manager at Google. He works on Google Maps and Google Photos, focusing on building machine learning features for enterprises and consumers. Max focuses on a few verticals: urban mobility, cybersecurity, and computational photography. Max majored in Computer Science & Public Policy at Princeton, graduating with high honors.

Read expanded bios of our panelists at entrepreneurs.princeton.edu/conference
TED GAGLIANO ’82
President, Feature Post-Production, Twentieth Century Fox

Ted Gagliano is President of Feature Post Production at Twentieth Century Fox and is responsible for the completion of all films produced by the company. During his career, Ted has supervised post production on over 700 Fox films, as well as help spearhead Virtual Reality efforts for the Fox Innovation lab. Ted is an avid investor in medicine and entertainment startups. Ted currently serves on the boards of the Neurosurgery Department and the Jonsson Comprehensive Cancer Center at UCLA, where he co-founded with his husband, Loic Bailly, the Golden Portals, an annual event that honors innovation in movies and medicine, and which funds brain and immunotherapy research at UCLA. Ted began his entertainment career at Princeton University as President of the Triangle Club.

RUTH GERSON ’92
Singer and Vocal Coach

Ruth Gerson has taught “Singing, Songwriting and Performance” at Princeton University as a Forbes College Fellow. She is the founder of San Francisco Vocal Coaching and the creator of The Singingbelt System. She currently teaches singing and songwriting in Los Gatos, San Jose and San Francisco. Her students have appeared on David Letterman, Jimmy Kimmel, Conan O’Brien, Disney, VH-1, MTV and American Idol. She has also helped her younger students prepare, audition and gain acceptance to Berklee College of Music, Carnegie Mellon Conservatory, New York University and Boston University. She has an AB in religion from Princeton University.

STEPHANIE ROSENBAUM KLASSEN ’90
Food Writer and Critic

Stephanie Rosenbaum Klassen is a longtime local food writer, author, and cook. Her books include The Art of Vintage Cocktails (Egg & Dart Press), World of Doughnuts (Egg & Dart Press); Kids in the Kitchen: Fun Food (Williams Sonoma); Honey from Flower to Table (Chronicle Books) and The Astrology Cookbook: A Cosmic Guide to Feasts of Love (Manic D Press). She has studied organic farming at University of California, Santa Cruz and holds a certificate in Ecological Horticulture from the Center for Agroecology and Sustainable Food Systems, as well as an AB in English from Princeton University.

KHALIL SULLIVAN ’04
Band Manager and Theatrical Producer

Khalil Sullivan is an Oakland-based professional musician and PhD candidate in English at the University of California, Berkeley. He is currently finishing a dissertation on dandyism in popular music while teaching courses on American literature, the Harlem Renaissance, and Popular Music Studies at Head-Royce School in Oakland. Aside from his work with MAD NOISE, he plays guitar for San Francisco-based queer-punk band the Truants, and is developing a musical about blackness at the 1901 Pan-American Exposition in Buffalo, New York entitled At Buffalo. Khalil holds an AB from Princeton University.

ERIK BLACHFORD ’89, Moderator
Arts Entrepreneur and Investor

Currently a Venture Partner at Technology Crossover Ventures, Erik has served as CEO of Expedia, Inc. and IAC Travel (including Expedia, Hotels.com, and Hotwire), Butterfield & Robinson, and Terrapass, and as Executive Chairman at Couchsurfing. As President and Senior Vice President of Marketing at Expedia, he led the team that built the Expedia brand. As an independent film and theater producer and executive producer, he has mounted shows at the San Francisco Fringe Festival and helped finance several independent feature films. Erik holds a AB in English and theater from Princeton University, an MBA from Columbia Business School, and a MFA from San Francisco State University.

Next: FRI 5:00 Break & Walk to Salesforce Tower
Networking Reception & Arts Party

Co-Sponsored by Princeton’s Lewis Center for the Arts, and Batiste Rhum

Brief remarks by Michael Caddell, Chair, Lewis Center for the Arts

FRI 5:30

Close of Day Two

FRI 8:30

PEC thanks Jon Lawson ’99, CFO/COO of Batiste Rhum for their fabulous signature drinks at each of the evening networking receptions: Tiger Punch and Old Nassau Fashioned

DID YOU KNOW?

With the help of PEC’s Princeton Alumni Entrepreneurs Fund investment of $2.2 million, its 30 portfolio companies have raised over $50 million in capital to date.

PEC is increasing its programming for AEF founders, including annual summit meetings, with mentorship, workshops, and networking events with prominent Princeton alumni and industry experts.

entrepreneurs.princeton.edu/aef

PEC thanks Jon Lawson ’99, CFO/COO of Batiste Rhum for their fabulous signature drinks at each of the evening networking receptions: Tiger Punch and Old Nassau Fashioned
Discovering a Successful Product Strategy

JULIA MACALASTER ’12
Chief Operating Officer, Def Method

Julia Macalaster is a technology professional who has worked in data analytics, strategy consulting, e-commerce and mobile solutions. In her current role as Chief Operating Officer at Def Method, Julia partners with clients ranging from small startups to large enterprises to build strong and sustainable digital products. Julia continues to focus on her startup (a Princeton Alumni Entrepreneurs Fund portfolio company) which she co-founded in 2014, PreeLine, a digital focus group solution that helps fashion brands test future merchandise to gain insight on inventory purchase decisions. Julia started her career as a management consultant with Booz Digital. On the side, Julia runs the Princeton Entrepreneurs’ Network in New York City, hosting fireside chats with fellow entrepreneurial Tiger alumni on a monthly basis. She holds an AB from Princeton University.

Sponsored by the Keller Center for Innovation in Engineering Education

Choose 1 of 3:

Capital Fundraising

Discovering a Successful Product Strategy

Arts Entrepreneurship in Film and Entertainment: Tigerwood 101

Capital Fundraising

How to identify and target investors and venture firms; how to build a pitch deck; how best to connect with the investor community, and the process to raise seed capital.

LAURA MELAHN ’07
Partner, GV

Laura joined GV in 2011 and is a Partner focused on consumer and marketplace investments. Previously, she established GV’s marketing function. Laura named Calico, Alphabet’s company aiming to slow aging and counteract age-related diseases. Prior to joining GV, Laura was a product marketing manager at Google, where she worked on Search, Maps, Analytics, and the brand. Previously, Laura conducted research at the Cancer Research Center of Hawaii and in the University of Oxford biochemistry department. A Phi Beta Kappa with an AB with honors from Princeton University, she ran track and cross country and was a member of the geographically-challenged surf club.

Catherine “Cack” Wilhelm ’06
Partner, Accomplice VC

Cack is a Partner with Accomplice where she focuses on early-stage technology investments and sits on the boards of both Appcues and Creative Market. Prior to joining Accomplice in 2017, Cack was an investor at Scale Venture Partners where she worked with the founding teams at CircleCI, PubNub, Realm, and Treasure Data. Cack spent several years in sales roles at Oracle and Cloudera. She began her career as a professional runner for Nike. Cack received her AB in history from Princeton University, where she was a 7-time All-American athlete, and received her MBA from the University of Chicago, Booth School of Business.

Discovering a Successful Product Strategy

Learn how to run a successful product strategy discovery at your company. An effective discovery process leads to bold solutions to your product challenges, effective testing and validation of assumptions, identifying risks, and working in agile fashion. By the end of the workshop, you will have a better understanding of how to build out your product or feature set in a way that promotes efficiency, creativity, and flexibility.

Julia Macalaster is a technology professional who has worked in data analytics, strategy consulting, e-commerce and mobile solutions. In her current role as Chief Operating Officer at Def Method, Julia partners with clients ranging from small startups to large enterprises to build strong and sustainable digital products. Julia continues to focus on her startup (a Princeton Alumni Entrepreneurs Fund portfolio company) which she co-founded in 2014, PreeLine, a digital focus group solution that helps fashion brands test future merchandise to gain insight on inventory purchase decisions. Julia started her career as a management consultant with Booz Digital. On the side, Julia runs the Princeton Entrepreneurs’ Network in New York City, hosting fireside chats with fellow entrepreneurial Tiger alumni on a monthly basis. She holds an AB from Princeton University.
Bill Wescott ‘85
Founder and Chief Executive Officer, BrainOxygen LLC

Bill is a senior executive with over 25 years of experience in innovation and sustainable development, working with leading organizations on six continents and in four languages. In addition to being the Founder and CEO of the BrainOxygen LLC consultancy, he has served as a leader of three Bay Area startups, co-founded and managed the Veolia Innovation Accelerator as Veolia’s Vice President of Innovation, and established the Latin American EHS consulting practice of Arthur D. Little, Inc. during his fifteen years there. Bill is a lifelong intra- and entrepreneur, and is a frequent speaker on technology and innovation. He has a PhD from Carnegie Mellon University and a BSE from Princeton University.

Loic Bailly
Owner, 2451 LLC

Loic was born and raised in the French Alps in France, spending most of his high school in a professional soccer academy. Loic left France for the US in 2011, where he worked at Technicolor, then transitioned to International marketing for 20th Century Fox where he worked on TV shows such as The Simpsons, Modern Family, and Empire, and was a team member of the innovation center focusing on new technologies such as virtual, augmented, and mixed reality. He studied Business and Management of Entertainment at UCLA and completed his MBA at INSEAD. He is currently working as a Management Consultant at a top consulting firm.

Ted Gagliano ’82
President, Feature Post-Production, Twentieth Century Fox

Ted Gagliano is President of Feature Post Production at Twentieth Century Fox and is responsible for the completion of all films produced by the company. During his career, Ted has supervised post production on over 700 Fox films, as well as help spearhead Virtual Reality efforts for the Fox Innovation lab. Ted is an avid investor in medicine and entertainment startups. Ted currently serves on the boards of the Neurosurgery Department and the Jonsson Comprehensive Cancer Center at UCLA, where he co-founded with his husband, Loic Bailly, the Golden Portals, an annual event that honors innovation in movies and medicine, and which funds brain and immunotherapy research at UCLA. Ted began his entertainment career at Princeton University as President of the Triangle Club.

Ben Wolstenholme
Co-Founder and Chief Executive Officer, Madefire

In 1998 Ben co-founded Moving Brands, a leading branding company. As creative lead and CEO, Ben pioneered the company’s approach to branding which is built around cross-platform storytelling. Ben has creatively led award-winning work for clients including: Apple, BBC, Coca-Cola, Flipboard, Google, HP, Keane, MTV, Nokia, Norton & Sons, Paul Smith, LCF, Swisscom and Virgin. In 2011 Ben co-founded Madefire, a media and technology company. Madefire has built an open publishing platform for creating Motion Books — a new type of digital-first reading experience for iOS, Android, Windows, TV, Console, Web, VR and MR. Madefire Motion Books were the launch partner for the new Apple TV and are the first publishing platform with Oculus in VR and Magic Leap in MR.

Read expanded bios of our workshop leaders at entrepreneurs.princeton.edu/conference
Mindfulness-Based Wellness

Jaclyn Long, MFT, RYT graduated summa cum laude from Princeton University in 1998 with a degree in Psychology and a specialization in Neuroscience, and went on to receive her Master’s Degree in Transpersonal Psychology in 2003 and in Counseling Psychology in 2004. She has been teaching yoga and mindfulness meditation since 2001. Jaclyn is Founder & Director of Mind Body Moms, which provides mindfulness-based wellness programs and international retreats. Through this work, she brings mindfulness-based wellness programs to low-income mothers and families. She is also Founder and Director of Mindful Child & Family Therapy, Inc. and serves as a mindfulness-based Marriage and Family Therapist blending eastern and western wisdom.

High-Performance Team Building

Discussions will focus on building a strong startup culture, mindset, and brand; attracting, recruiting and retaining key employees; and tapping outside resources and internal stakeholders to build effective teams.

IAN THOMSON ’09
Executive Recruiter, Odgers Berndtson

Ian Thomson is a Partner at One Bridge Partners, an executive recruitment consulting firm. He has successfully placed executives in the United States, United Kingdom, and China. Previously, he led the Media & Entertainment Practice at Calibre One, a global executive search firm focused on technology, and worked in the Global Media & Entertainment Practice for executive search at DHR International. Prior, he was with AT&T AdWorks, Social Chorus, and Jumpstart Automotive Media. Upon graduation from Princeton (All-Ivy, track) with his AB in history and certificate in African-American Studies, Ian taught English in a rural fishing village in the 2004 Tsunami region of southern Thailand.

ED ZSCHAU, JR. ’86
Director, Parker Remick

Executive talent recruiter of product, engineering, marketing leaders for venture capital-backed startups, Ed joined retained executive search consulting firm Parker Remick in 2018. He spent 11 years as Partner with Inductus Associates, where he recruited over 160 product leaders across all executive functions for a diverse slate of startups including TaskRabbit, Life360, Stitch Labs, Edmodo, Ticketfly, LendingClub, and Mint.com. Ed is also an advisor and investor with Fitz Gate Ventures, where he advises the partners on talent recruitment and works with portfolio companies directly. He holds an AB from Princeton University and an MBA from the Stanford Graduate School of Business.

Mindfulness-Based Wellness

Honor Yourself, Take Time to Yourself, Meditate Yourself, Understand Yourself, Nurture Yourself, and You Will Have More of Yourself to Give.

JACLYN LONG ’98
Founder and Director, Mindful Child & Family Therapy, Inc., and Mind Body Moms

Jaclyn Long, MFT, RYT graduated summa cum laude from Princeton University in 1998 with a degree in Psychology and a specialization in Neuroscience, and went on to receive her Master’s Degree in Transpersonal Psychology in 2003 and in Counseling Psychology in 2004. She has been teaching yoga and mindfulness meditation since 2001. Jaclyn is Founder & Director of Mind Body Moms, which provides mindfulness-based wellness programs and international retreats. Through this work, she brings mindfulness-based wellness programs to low-income mothers and families. She is also Founder and Director of Mindful Child & Family Therapy, Inc. and serves as a mindfulness-based Marriage and Family Therapist blending eastern and western wisdom.
Thank you for attending the Bay Area Tiger Entrepreneurs Conference!

For entrepreneurially-minded alumni, PEC is hosting a number of additional conferences this year:

**Reunions 2019**
**May 31, 2019**

Next up is the annual Reunions conference on May 31 at which fellow alumni will share insights and perspectives on a number of startup topics such as fundraising and team-building, in conjunction with the annual Princeton Entrepreneurs’ Network Startup Conference/Competition at Reunions.

**2019 Black Princeton Alumni Conference**
**October 3-5, 2019**

In October, during the Black Princeton Alumni Conference, PEC is coordinating with the conference planning committee on a range of entrepreneurially-focused content to engage and inspire attendees. Schedules and registration will be available in late summer.

**NYC Tiger Entrepreneurs Conference**
**November 8, 2019**

In November, on the Friday before the Princeton-Dartmouth football game at Yankee Stadium, PEC is hosting a one-day NYC Tiger Entrepreneurs Conference with a particular focus on sports tech, fin tech, ad tech, and consumer tech. Schedules and registration will be available in the fall.

More details to follow at [entrepreneurs.princeton.edu](http://entrepreneurs.princeton.edu)

Additionally, keep your eyes on the lookout for upcoming TigerTalks in the City/TigerTalks on the Road events that will be held across the country and throughout the upcoming academic year.

With each and any of these events, we are always looking for alumni to participate as panelists or help to organize the event. If you have interest, please email Don Seitz at donseitz@princeton.edu so that you can get involved.
Meet the Princeton Entrepreneurship Council Staff

ANNE-MARIE MAMAN ’84
Executive Director amaman@princeton.edu
Anne-Marie Maman is the Founding Executive Director of Princeton Entrepreneurship Council. Signature programs managed by Anne-Marie and her team center around engaging and educating entrepreneurs of all levels and ages in locations around the country. The focus of PEC is on programming, mentoring and funding. PEC also focuses on Princeton’s outreach to the local entrepreneurial ecosystem. In this role Anne-Marie managed the creation, design and recent launch of Princeton Innovation Center BioLabs, a 31,000 SF wet lab, dry lab and desk co-working space for high growth startups in Central New Jersey.

DON SEITZ ’79 P10
Assistant Director for Alumni Engagement donseitz@princeton.edu
Don manages a number of initiatives to engage alumni across the Princeton entrepreneurial community. These include a number of educational-focused events from large conferences (such as the Bay Area Tiger Entrepreneurs Conference) to smaller, more intimate evening panel discussions called TigerTalks in the City and TigerTalks on the Road across the U.S. and globally. He also manages a “flash” mentoring platform called Office Hours that enables you schedule time with a mentor to discuss and help resolve a specific startup challenge. Finally, he is the primary PEC liaison to Princeton Alumni Angels and organizes a number of Startup Showcases and VC Roadshows to further connect Princeton startups with the investor community. He consults regularly with alumni entrepreneurs to help connect them with fellow Tigers.

LAUREN BENDER
Alumni Entrepreneurs Fund Program Manager labender@princeton.edu
Lauren manages the Alumni Entrepreneurs Fund, established in 2015 when PEC was first formed. The Alumni Entrepreneurs Fund leverages the alumni network to deliver mentorship, education, programming, connections and access to capital to a dynamic community of young Princeton alumni entrepreneurs. The fund has invested to-date in 30 early-career entrepreneurs, whose companies include cleantech, ed tech, SaaS, social impact and more, which have collectively raised over $50,000,000 in external funding.

DIANE DELORENZO
Events Coordinator dianedd@princeton.edu
Diane is PEC’s Events Coordinator and helps the team manage the wide variety and number of events that PEC organizes each year. In 2018 alone, PEC hosted 15 separate events with over 2,000 entrepreneurially-minded alumni, students, and guests in attendance. She manages coordination and communication with venues and building security, catering, A/V and technical support, and related event coordination. She began working in Princeton – at Princeton Theological Seminary – in 2006 and joined PEC on day one when it was officially established in 2015.

WRIGHT SENERES
Social Media and Marketing Specialist wright.seneres@princeton.edu
Wright handles communications and marketing for PEC, which includes social media management, feature writing, email newsletters, graphic design, website management, photography, videography, and production of a new podcast on Princeton entrepreneurship. He is also acts as a liaison with campus departments, campus communications groups, and external organizations to further PEC’s mission to promote entrepreneurship and help build the regional entrepreneurial ecosystem.

NEAL BITUIN
Computing Support Specialist fbituin@princeton.edu
In his role as the Computing Support Specialist for PEC, Neal Bituin supports the staff with any technology and computing issues and serves as the department’s liaison to Princeton’s Office of Information Technology. He also provides website and related support and advises the team on various technical and application directions. Neal joined Princeton University in 2007 and has previously worked for the Support and Operations Center and Woodrow Wilson School’s Computing Services department.

Thank you for attending the Bay Area Tiger Entrepreneurs Conference!
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WE DO.

We are a private venture capital fund exclusively for Princeton alumni. Our fund invests in promising venture-backed companies founded or led by fellow alumni. If you are an accredited investor and looking for a smart, simple way to add VC to your portfolio, join us.

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Call 877-299-4538

The manager of Nassau Street Ventures Fund 1 is Launch Angels Management Company, LLC, dba Alumni Ventures Group (AVG). AVG is a venture capital firm and is not affiliated with or endorsed by Princeton University. For informational purposes only; offers of securities are made only pursuant to the fund’s offering documents, which describe the risks and other information that should be considered before investing.
The Bay Area Tiger Entrepreneurs Conference is part of Princeton Entrepreneurship Week in the Bay Area along with the Princeton AEF Mini-Summit and the Princeton Alumni Angels Spring Pitch Night in San Francisco.